



Global Communicators, LLC

Suite 250
901 15th Street, NW
Washington DC 20005

202-371-9600
202-371-0808 Fax
www.globalcommunicators.com

TO: Department of Justice
FARA registration unit

FROM: Kristine Heine
Global Communicators, LLC

RE: Distribution of material covered by FARA

Registration No. 5817

DATE: September 23, 2009

The attached press release was distributed by Global Communicators on behalf of Sledgehammer Communications to news media nationwide via PRNewswire US1, as well as to education, political, youth, culture, and entertainment journalists on September 15, 2009.

2009 SEP 23 PM 3:31
CRM/ISS/REGISTRATION UNIT

FOR IMMEDIATE RELEASE

For Information Contact:

Kristine Heine, Global Communicators;
202-371-9600

kheine@globalcommunicators.com or

Steve Drake: 301-680-0585

sdrake@verizon.net

2009 SEP 23 PM 3:31
CRM/ISS/REGISTRATION UNIT

SOUTHEAST ASIA YOUTH SAY “YES” TO CHANGE

**First Youth Engagement Summit (YES 2009)
To Be Held In Malaysia Mid-November**

Kuala Lumpur, Malaysia (September 14, 2009) – Nearly 180,000 youth throughout Southeast Asia already have registered their support for change in the run-up to the inaugural Youth Engagement Summit (YES 2009) November 16 and 17, 2009, at the Putrajaya International Convention Centre (PICC) here.

“By YES 2009, we expect more than one million young people, ages 15 to 35, from across the region will have contributed their opinions online to the *Southeast Asia for Change Youth Report* (<http://yes2009.asia/seaforchange.html>), whose results will be shared with political, business and cultural leaders,” said Harmandar Singh, Organizing Chairman and Director of Strategy of YES. “Our movement is apolitical and non-religious, certainly heartfelt, and, as one of our youth so eloquently put it, definitely ‘aprotocol!’”

The survey will culminate with YES 2009, whose theme, “South East Asia Youth for CHANGE,” was inspired by U.S. President Barak Obama’s call for change during last year’s election campaign. The first of its kind in Asia, the conference will unite an anticipated 6,000 representatives of youth from Malaysia, Singapore, Indonesia, Thailand, Philippines, Vietnam, Laos and Brunei. YES 2009 also will bring together some of the most motivational global change icons from around the world, who have pledged to help Southeast Asia’s new generation of young leaders cope with, overcome, and rise above the many challenges of the 21st century.

The landmark two-day event, expected to kick off with an opening address by Malaysian Prime Minister Datuk Sri Najib Tun Razak, will feature a world-renowned line-up of speakers from various fields, including Sir Bob Geldof, the founder of Live Aid; world chess legend Garry Kasparov; Biz Stone, co-founder of the micro-blogging network Twitter; Nando Parrado, whose miraculous survival of a plane crash in the Andes became the basis for the critically acclaimed movie *Alive*; and Malaysia’s own Tony Fernandes, who pioneered the domestic and international low-cost carrier phenomenon in Asia by spearheading AirAsia and AirAsia X.

Mr. Singh said, “Everybody needs a hero, and President Obama’s charismatic approach has undeniably influenced a dynamic shift in long-held perceptions, particularly where Southeast Asia’s multi-ethnic young people are concerned. We must give our youth—bonded through their idealism and increasingly dedicated to sharing and eliciting opinions amongst their peers

regardless of appearance, location or vocation—the right tools to define a direction for change only fresh eyes can instigate.”

YES 2009 supporters and participants can proactively share their needs, motivations, expectations and ideas with the world, while guiding political and thought leaders in policy-making decisions, plus inspire businesses to engage more effectively with the youth market, Mr. Singh said. Sponsors of the event will fund more than 500 scholarships to YES 2009 in Kuala Lumpur, including airfare, accommodation and delegate passes. For more information, visit www.yes2009.asia.

Follow us on Twitter: <http://twitter.com/yes2009asia>; become a Facebook Fan at www.facebook.com/pages/YES2009/147962672159; checkout our YouTube Group: www.youtube.com/yes09asia; join the “SEACHANGE Youth Report – Survey” at www.yes2009.asia/seachange.html.

###